



WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production  
138 Conant Street  
Beverly, MA 01915

## Contract # 196860

**Schedule Dates** 09/26/12-10/02/12  
**Advertiser** Romney/P/R (15707)  
**Agency** American Rambler Production (5128)  
**Product** Political-Political (1088)  
**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/US PRESIDENT/387 9/26-10/2  
**Account Types** Local/Political Candidate Agency/  
**Billing Type** Standard  
**Comments**

**Date Entered** 09/25/12  
**Last Modified** 09/25/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$59,028.75  
**Net Total** \$334,496.25  
**Sales Tax**

**WJLA Arlington (WJLA)**

| By Broadcast Month  | Spots      | Rate                |
|---------------------|------------|---------------------|
| Sep. 2012           | 88         | \$766,925.00        |
| Oct. 2012           | 40         | \$126,600.00        |
| <b>Grand Total:</b> | <b>128</b> | <b>\$393,525.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                            | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total       | Station               | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|--------------------------------------|-----|----|----|----|----|----|----|----|-------|------------|-------------|-----------------------|----------|---------|
| 1.0  | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 6A- NEWS-GOOD MORNING WASHINGTON @6A |     |    |    | 1  | 1  | 1  |    |    | 3     | \$1,400.00 | \$4,200.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 2.0  | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 6:59A- ABC-GOOD MORNING AMERICA      |     |    |    | 2  | 2  | 2  |    |    | 6     | \$1,600.00 | \$9,600.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 3.0  | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 9A- LIVE!                            |     |    |    | 1  | 1  | 1  |    |    | 3     | \$1,000.00 | \$3,000.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 4.0  | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 10A- RACHAEL RAY                     |     |    |    | 1  | 1  | 1  |    |    | 3     | \$800.00   | \$2,400.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 5.0  | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 10:58A- ABC-THE VIEW                 |     |    |    | 1  | 1  | 1  |    |    | 3     | \$2,500.00 | \$7,500.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 6.0  | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 12:57P- ABC-THE CHEW                 |     |    |    | 1  | 1  | 1  |    |    | 3     | \$1,000.00 | \$3,000.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 7.0  | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 2P- ABC-GENERAL HOSPITAL             |     |    |    | 1  | 1  | 1  |    |    | 3     | \$2,200.00 | \$6,600.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 8.0  | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 3:01P- ANDERSON COOPER SHOW          |     |    |    | 1  | 1  | 1  |    |    | 3     | \$1,600.00 | \$4,800.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 9.0  | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 3:58P- ABC-KATIE COURIC              |     |    |    | 1  | 1  | 1  |    |    | 3     | \$2,400.00 | \$7,200.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 10.0 | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 4:58P- NEWS-ABC 7 NEWS @ 5P          |     |    |    | 1  | 1  | 1  |    |    | 3     | \$2,000.00 | \$6,000.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 11.0 | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 5:59P- NEWS-ABC 7 NEWS @ 6P          |     |    |    | 2  | 2  | 2  |    |    | 6     | \$3,200.00 | \$19,200.00 | WJLA Arlington (WJLA) |          | 9/25/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Comments:

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Oct. 2012 40 \$126,600.00  
Grand Total: 128 \$393,525.00

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                            | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total       | Station               | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|--------------------------------------|-----|----|----|----|----|----|----|----|-------|------------|-------------|-----------------------|----------|---------|
| 12.0 | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 6:58P- WHEEL OF FORTUNE              |     |    |    | 1  | 1  | 1  |    |    | 3     | \$4,400.00 | \$13,200.00 | WJLA Arlington (WJLA) |          | 9/25/12 |
| 13.0 | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 7:27P- JEOPARDY                      |     |    |    | 1  | 1  | 1  |    |    | 3     | \$4,800.00 | \$14,400.00 | WJLA Arlington (WJLA) |          | 9/25/12 |
| 14.0 | Normal Line / SPOT             | 09/28/12-09/28/12 | 3   | :30    | 11P- NEWS-ABC 7 NEWS @ 11P           |     |    |    |    |    | 1  |    |    | 1     | \$3,200.00 | \$3,200.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 15.0 | Normal Line / SPOT             | 09/26/12-09/27/12 | 3   | :30    | 11P- NEWS-ABC 7 NEWS @ 11P           |     |    |    | 1  | 1  |    |    |    | 2     | \$3,200.00 | \$6,400.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 16.0 | Normal Line / SPOT             | 09/27/12-09/27/12 | 3   | :30    | 11:35P- ABC-ABC NIGHTLINE            |     |    |    |    | 1  |    |    |    | 1     | \$1,400.00 | \$1,400.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 17.0 | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 11:35P- ABC-ABC NIGHTLINE            |     |    |    | 1  |    | 1  |    |    | 2     | \$1,400.00 | \$2,800.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 18.0 | Normal Line / SPOT             | 10/01/12-10/02/12 | 3   | :30    | 6A- NEWS-GOOD MORNING WASHINGTON @6A |     | 1  | 1  |    |    |    |    |    | 2     | \$1,400.00 | \$2,800.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 19.0 | Normal Line / SPOT             | 10/01/12-10/02/12 | 3   | :30    | 6:59A- ABC-GOOD MORNING AMERICA      |     | 2  | 2  |    |    |    |    |    | 4     | \$1,600.00 | \$6,400.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 20.0 | Normal Line / SPOT             | 10/01/12-10/02/12 | 3   | :30    | 9A- LIVE!                            |     | 1  | 1  |    |    |    |    |    | 2     | \$1,000.00 | \$2,000.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 21.0 | Normal Line / SPOT             | 10/01/12-10/02/12 | 3   | :30    | 10A- RACHAEL RAY                     |     | 1  | 1  |    |    |    |    |    | 2     | \$800.00   | \$1,600.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 22.0 | Normal Line / SPOT             | 10/01/12-10/02/12 | 3   | :30    | 10:58A- ABC-THE VIEW                 |     | 1  | 1  |    |    |    |    |    | 2     | \$2,500.00 | \$5,000.00  | WJLA Arlington (WJLA) |          | 9/25/12 |

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**CO-OP** No  
**Headline #**  
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**Package Deal**  
**Commission %** 15.00  
**Commission** \$59,028.75  
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**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Sep. 2012 88 \$266,925.00  
Oct. 2012 40 \$126,600.00  
**Grand Total:** 128 \$393,525.00

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                   | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total       | Station               | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-----------------------------|-----|----|----|----|----|----|----|----|-------|------------|-------------|-----------------------|----------|---------|
| 23.0 | Normal Line / SPOT             | 10/01/12-10/02/12 | 3   | :30    | 12:57P- ABC- THE CHEW       | 1   | 1  | 1  |    |    |    |    |    | 2     | \$1,000.00 | \$2,000.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 24.0 | Normal Line / SPOT             | 10/01/12-10/02/12 | 3   | :30    | 2P- ABC- GENERAL HOSPITAL   | 1   | 1  | 1  |    |    |    |    |    | 2     | \$2,200.00 | \$4,400.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 25.0 | Normal Line / SPOT             | 10/01/12-10/02/12 | 3   | :30    | 3:01P- ANDERSON COOPER SHOW | 1   | 1  | 1  |    |    |    |    |    | 2     | \$1,600.00 | \$3,200.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 26.0 | Normal Line / SPOT             | 10/01/12-10/02/12 | 3   | :30    | 3:58P- ABC- KATIE COURIC    | 1   | 1  | 1  |    |    |    |    |    | 2     | \$2,400.00 | \$4,800.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 27.0 | Normal Line / SPOT             | 10/01/12-10/02/12 | 3   | :30    | 4:58P- NEWS-ABC 7 NEWS @ 5P | 1   | 1  | 1  |    |    |    |    |    | 2     | \$2,000.00 | \$4,000.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 28.0 | Normal Line / SPOT             | 10/01/12-10/02/12 | 3   | :30    | 5:59P- NEWS-ABC 7 NEWS @ 6P | 2   | 2  | 2  |    |    |    |    |    | 4     | \$3,200.00 | \$12,800.00 | WJLA Arlington (WJLA) |          | 9/25/12 |
| 29.0 | Normal Line / SPOT             | 10/01/12-10/02/12 | 3   | :30    | 6:58P- WHEEL OF FORTUNE     | 1   | 1  | 1  |    |    |    |    |    | 2     | \$4,400.00 | \$8,800.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 30.0 | Normal Line / SPOT             | 10/01/12-10/02/12 | 3   | :30    | 7:27P- JEOPARDY             | 1   | 1  | 1  |    |    |    |    |    | 2     | \$4,800.00 | \$9,600.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 31.0 | Normal Line / SPOT             | 10/01/12-10/01/12 | 3   | :30    | 11P- NEWS-ABC 7 NEWS @ 11P  | 1   | 1  |    |    |    |    |    |    | 1     | \$3,200.00 | \$3,200.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 32.0 | Normal Line / SPOT             | 10/02/12-10/02/12 | 3   | :30    | 11P- NEWS-ABC 7 NEWS @ 11P  | 1   |    | 1  |    |    |    |    |    | 1     | \$3,200.00 | \$3,200.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 33.0 | Normal Line / SPOT             | 10/01/12-10/01/12 | 3   | :30    | 11:35P- ABC-ABC NIGHTLINE   | 1   | 1  |    |    |    |    |    |    | 1     | \$1,400.00 | \$1,400.00  | WJLA Arlington (WJLA) |          | 9/25/12 |

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**Comments**

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**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$59,028.75  
**Net Total** \$334,496.25  
**Sales Tax**

| WJLA Arlington (WJLA) |            |                     |
|-----------------------|------------|---------------------|
| By Broadcast Month    | Spots      | Rate                |
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| <b>Grand Total:</b>   | <b>128</b> | <b>\$393,525.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                             | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate        | Total       | Station               | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|---------------------------------------|-----|----|----|----|----|----|----|----|-------|-------------|-------------|-----------------------|----------|---------|
| 34.0 | Normal Line / SPOT             | 10/02/12-10/02/12 | 3   | :30    | 11:35P-ABC-ABC NIGHTLINE              |     |    | 1  |    |    |    |    |    | 1     | \$1,400.00  | \$1,400.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 35.0 | Normal Line / SPOT             | 10/01/12-10/01/12 | 3   | :30    | 7:57P-ABC-DANCING WITH THE STARS      |     | 1  |    |    |    |    |    |    | 1     | \$18,000.00 | \$18,000.00 | WJLA Arlington (WJLA) |          | 9/25/12 |
| 36.0 | Normal Line / SPOT             | 10/01/12-10/01/12 | 3   | :30    | 10:01P-ABC-CASTLE                     |     | 1  |    |    |    |    |    |    | 1     | \$10,000.00 | \$10,000.00 | WJLA Arlington (WJLA) |          | 9/25/12 |
| 37.0 | Normal Line / SPOT             | 10/02/12-10/02/12 | 3   | :30    | 9P-ABC-DANCING WITH THE STARS RESULTS |     |    | 1  |    |    |    |    |    | 1     | \$10,000.00 | \$10,000.00 | WJLA Arlington (WJLA) |          | 9/25/12 |
| 38.0 | Normal Line / SPOT             | 10/02/12-10/02/12 | 3   | :30    | 10P-ABC-PRIVATE PRACTICE              |     |    | 1  |    |    |    |    |    | 1     | \$10,000.00 | \$10,000.00 | WJLA Arlington (WJLA) |          | 9/25/12 |
| 39.0 | Normal Line / SPOT             | 09/26/12-09/26/12 | 3   | :30    | 10P-ABC-REVENGE                       |     |    |    | 1  |    |    |    |    | 1     | \$5,500.00  | \$5,500.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 40.0 | Normal Line / SPOT             | 09/27/12-09/27/12 | 3   | :30    | 9P-ABC-GREY'S ANATOMY                 |     |    |    |    | 1  |    |    |    | 1     | \$18,000.00 | \$18,000.00 | WJLA Arlington (WJLA) |          | 9/25/12 |
| 41.0 | Normal Line / SPOT             | 09/27/12-09/27/12 | 3   | :30    | 10:02P-ABC-SCANDAL                    |     |    |    |    | 1  |    |    |    | 1     | \$15,000.00 | \$15,000.00 | WJLA Arlington (WJLA) |          | 9/25/12 |
| 42.0 | Normal Line / SPOT             | 09/28/12-09/28/12 | 3   | :30    | 7:57P-ABC-SHARK TANK                  |     |    |    |    |    | 1  |    |    | 1     | \$3,000.00  | \$3,000.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 43.0 | Normal Line / SPOT             | 09/28/12-09/28/12 | 3   | :30    | 9:01P-ABC-LAST RESORT                 |     |    |    |    |    | 1  |    |    | 1     | \$4,800.00  | \$4,800.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 44.0 | Normal Line / SPOT             | 09/28/12-09/28/12 | 4   | :30    | 10P-ABC-20/20                         |     |    |    |    |    | 1  |    |    | 1     | \$5,000.00  | \$5,000.00  | WJLA Arlington (WJLA) |          | 9/25/12 |

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|------|--------------------------------|-------------------|-----|--------|---|-----|----|----|----|----|----|----|----|-------|------------|-------------|-----------------------|----------|---------|
| 45.0 | Normal Line / SPOT             | 09/29/12-09/29/12 | 3   | :30    | 6:58A-ABC-GOOD MORNING AMERICA SAT                |     |    |    |    |    |    | 2  |    | 2     | \$500.00   | \$1,000.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 46.0 | Normal Line / SPOT             | 09/29/12-09/29/12 | 3   | :30    | 12P-NEWS-SATURDAY ABC 7 NEWS @ 12N                |     |    |    |    |    |    | 2  |    | 2     | \$500.00   | \$1,000.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 47.0 | Normal Line / COLLEGE FOOTBALL | 09/29/12-09/29/12 | 3   | :30    | 3:28P-SPORTS-ABC COLLEGE FOOTBALL                 |     |    |    |    |    |    | 2  |    | 2     | \$6,000.00 | \$12,000.00 | WJLA Arlington (WJLA) |          | 9/25/12 |
| 48.0 | Normal Line / SPOT             | 09/29/12-09/29/12 | 3   | :30    | 7P-WHEEL OF FORTUNE WEEKEND                       |     |    |    |    |    |    | 2  |    | 2     | \$1,200.00 | \$2,400.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 49.0 | Normal Line / SPOT             | 09/29/12-09/29/12 | 3   | :30    | 7:29P-JEOPARDY WEEKEND                            |     |    |    |    |    |    | 2  |    | 2     | \$1,200.00 | \$2,400.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 50.0 | Normal Line / SPOT             | 09/29/12-09/29/12 | 3   | :30    | 7:57P-SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE |     |    |    |    |    |    | 2  |    | 2     | \$5,000.00 | \$10,000.00 | WJLA Arlington (WJLA) |          | 9/25/12 |
| 51.0 | Normal Line / SPOT             | 09/29/12-09/29/12 | 4   | :30    | 11:30P-NEWS-ABC 7 NEWS @ 11P                      |     |    |    |    |    |    | 1  |    | 1     | \$500.00   | \$500.00    | WJLA Arlington (WJLA) |          | 9/25/12 |
| 52.0 | Normal Line / SPOT             | 09/29/12-09/29/12 | 4   | :30    | 12:35A-CASTLE                                     |     |    |    |    |    |    | 1  |    | 1     | \$225.00   | \$225.00    | WJLA Arlington (WJLA) |          | 9/25/12 |
| 53.0 | Normal Line / SPOT             | 09/30/12-09/30/12 | 3   | :30    | 7:58A-ABC-GOOD MORNING AMERICA SUN                |     |    |    |    |    |    | 2  |    | 2     | \$600.00   | \$1,200.00  | WJLA Arlington (WJLA) |          | 9/25/12 |
| 54.0 | Normal Line / SPOT             | 09/30/12-09/30/12 | 3   | :30    | 9A-INSIDE WASHINGTON                              |     |    |    |    |    |    | 2  |    | 2     | \$2,200.00 | \$4,400.00  | WJLA Arlington (WJLA) |          | 9/25/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



**WJLA**  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

**American Rambler Production**  
138 Conant Street  
Beverly, MA 01915

## Contract # 196860

**Schedule Dates** 09/26/12-10/02/12  
**Advertiser** Romney/P/R (15707)  
**Agency** American Rambler Production (5128)  
**Product** Political/Political (1088)  
**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/US PRESIDENT/387 9/26-10/2  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 09/25/12  
**Last Modified** 09/25/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$59,028.75  
**Net Total** \$334,496.25  
**Sales Tax**

**WJLA Arlington (WJLA)**

| By Broadcast Month  | Spots      | Rate                |
|---------------------|------------|---------------------|
| Sep. 2012           | 88         | \$266,925.00        |
| Oct. 2012           | 40         | \$126,600.00        |
| <b>Grand Total:</b> | <b>128</b> | <b>\$393,525.00</b> |

| Line   | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                     | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate        | Total       | Station               | Comments             | Entered |
|--------|--------------------------------|-------------------|-----|--------|-------------------------------|-----|----|----|----|----|----|----|----|-------|-------------|-------------|-----------------------|----------------------|---------|
| 55.0   | Normal Line / SPOT             | 09/30/12-09/30/12 | 4   | :30    | 9:57A-ABC-THIS WEEK           |     |    |    |    |    |    |    | 1  | 1     | \$9,000.00  | \$9,000.00  | WJLA Arlington (WJLA) |                      | 9/25/12 |
| 56.0   | Normal Line / SPOT             | 09/30/12-09/30/12 | 3   | :30    | 6P-ABC-ABC WORLD NEWS TONIGHT |     |    |    |    |    |    |    | 2  | 1     | \$1,600.00  | \$1,600.00  | WJLA Arlington (WJLA) |                      | 9/25/12 |
| 56.0.1 | Preempt                        | 09/30/12          |     |        |                               |     |    |    |    |    |    |    |    |       |             |             | WJLA Arlington (WJLA) | No Avail/Exception - |         |
| 57.0   | Normal Line / SPOT             | 09/30/12-09/30/12 | 3   | :30    | 6:30P-NEWS-ABC 7 NEWS @ 630P  |     |    |    |    |    |    |    | 2  | 2     | \$1,200.00  | \$2,400.00  | WJLA Arlington (WJLA) |                      | 9/25/12 |
| 58.0   | Normal Line / SPOT             | 09/30/12-09/30/12 | 3   | :30    | 6:58P-ABC-ONCE UPON A TIME    |     |    |    |    |    |    |    | 2  | 2     | \$4,000.00  | \$8,000.00  | WJLA Arlington (WJLA) |                      | 9/25/12 |
| 59.0   | Normal Line / SPOT             | 09/30/12-09/30/12 | 3   | :30    | 9P-ABC-REVENGE                |     |    |    |    |    |    |    | 2  | 2     | \$20,000.00 | \$40,000.00 | WJLA Arlington (WJLA) |                      | 9/25/12 |
| 60.0   | Normal Line / SPOT             | 09/30/12-09/30/12 | 3   | :30    | 11P-NEWS-ABC 7 NEWS @ 11P     |     |    |    |    |    |    |    | 2  | 2     | \$800.00    | \$1,600.00  | WJLA Arlington (WJLA) |                      | 9/25/12 |
| 61.0   | Normal Line / SPOT             | 09/26/12-09/28/12 | 3   | :30    | 11:59A-NEWS-ABC 7 NEWS @ NOON |     |    |    | 1  | 1  | 1  |    |    | 3     | \$1,000.00  | \$3,000.00  | WJLA Arlington (WJLA) |                      | 9/25/12 |
| 62.0   | Normal Line / SPOT             | 10/01/12-10/02/12 | 3   | :30    | 11:59A-NEWS-ABC 7 NEWS @ NOON |     | 1  | 1  |    |    |    |    |    | 2     | \$1,000.00  | \$2,000.00  | WJLA Arlington (WJLA) |                      | 9/25/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at [www.wjla.com](http://www.wjla.com) and are incorporated by reference in their entirety.

#196860

TvSCAN

Stephanie Kincaid - 9/24/12 7:14 PM

## Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&amp;C) - CNOCJL Nielsen

Buyer Stephanie Kincaid  
Client Romney for President, Inc.

Order Number 387  
Campaign Sept. 26-Oct. 2  
Flight Flight 1 09/26/12-10/02/12

Station WJLA  
Address

Agency American Rambler Productio  
Address

## WJLA-ABC

| Time Period                           | Rate                       | Run Dates   | Len | Sp | Mo | Tu | We | Th | Fr | Sa | Su |          |
|---------------------------------------|----------------------------|-------------|-----|----|----|----|----|----|----|----|----|----------|
| GOOD-WASH 600A<br>Mo-Tu 6:00a-7:00a   | <del>1400</del><br>\$1,000 | Oct01-Oct02 | :30 | 2  | ✓  | ✓  | -  | -  | -  | -  | -  | + 800    |
| GOOD-WASH 600A<br>We-Fr 6:00a-7:00a   | <del>1400</del><br>\$1,000 | Sep26-Sep28 | :30 | 3  | -  | -  | ✓  | ✓  | ✓  | -  | -  | + 1200 ✓ |
| GD MRN AMR-ABC<br>Mo-Tu 7:00a-9:00a   | <del>1600</del><br>\$1,000 | Oct01-Oct02 | :30 | 4  | ✓  | ✓  | -  | -  | -  | -  | -  | + 2400   |
| GD MRN AMR-ABC<br>We-Fr 7:00a-9:00a   | <del>1600</del><br>\$1,000 | Sep26-Sep28 | :30 | 6  | -  | -  | ✓  | ✓  | ✓  | -  | -  | + 3600 ✓ |
| REGIS&KELLY<br>Mo-Tu 9:00a-10:00a     | <del>1000</del><br>\$800   | Oct01-Oct02 | :30 | 2  | ✓  | ✓  | -  | -  | -  | -  | -  | + 400    |
| REGIS&KELLY<br>We-Fr 9:00a-10:00a     | <del>1000</del><br>\$1,200 | Sep26-Sep28 | :30 | 3  | -  | -  | ✓  | ✓  | ✓  | -  | -  | - 200 ✓  |
| RACHAEL RAY<br>Mo-Tu 10:00a-11:00a    | <del>400</del><br>\$200    | Oct01-Oct02 | :30 | 2  | ✓  | ✓  | -  | -  | -  | -  | -  | + 200    |
| RACHAEL RAY<br>We-Fr 10:00a-11:00a    | <del>400</del><br>\$700    | Sep26-Sep28 | :30 | 3  | -  | -  | ✓  | ✓  | ✓  | -  | -  | + 300 ✓  |
| VIEW-ABC<br>Mo-Tu 11:00a-12:00p       | <del>2500</del><br>\$2,800 | Oct01-Oct02 | :30 | 2  | ✓  | ✓  | -  | -  | -  | -  | -  | - 600    |
| VIEW-ABC<br>We-Fr 11:00a-12:00p       | <del>2500</del><br>\$2,800 | Sep26-Sep28 | :30 | 3  | -  | -  | ✓  | ✓  | ✓  | -  | -  | - 900 ✓  |
| ABC7 NWS AT 12<br>Mo-Tu 12:00p-12:30p | <del>1000</del><br>\$900   | Oct01-Oct02 | :30 | 2  | ✓  | ✓  | -  | -  | -  | -  | -  | + 200    |
| ABC7 NWS AT 12<br>We-Fr 12:00p-12:30p | <del>1000</del><br>\$900   | Sep26-Sep28 | :30 | 3  | -  | -  | ✓  | ✓  | ✓  | -  | -  | + 300 ✓  |
| THE CHEW<br>Mo-Tu 1:00p-2:00p         | \$1,000 ✓                  | Oct01-Oct02 | :30 | 2  | ✓  | ✓  | -  | -  | -  | -  | -  |          |
| THE CHEW<br>We-Fr 1:00p-2:00p         | \$1,000 ✓                  | Sep26-Sep28 | :30 | 3  | -  | -  | ✓  | ✓  | ✓  | -  | -  | ✓        |

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**TAPSCAN**  
By Nielsen & Feltz

### WJLA-ABC

| Time Period                                       | Rate                        | Run Dates   | Len | Sp | Mo | Tu | We | Th | Fr | Sa | Su       |
|---|-----------------------------|-------------|-----|----|----|----|----|----|----|----|----------|
| <b>GENERAL HOSPITAL</b><br>Mo-Tu 2:00p- 3:00p     | <del>2200</del><br>\$1,400  | Oct01-Oct02 | :30 | 2  | ✓  | ✓  | -  | -  | -  | -  | + 1600   |
| <b>GENERAL HOSPITAL</b><br>We-Fr 2:00p- 3:00p     | <del>2200</del><br>\$1,400  | Sep26-Sep28 | :30 | 3  | -  | -  | ✓  | ✓  | ✓  | -  | + 2400   |
| <b>ANDERSON LIVE</b><br>Mo-Tu 3:00p- 4:00p        | <del>1600</del><br>\$1,200  | Oct01-Oct02 | :30 | 2  | ✓  | ✓  | -  | -  | -  | -  | + 800    |
| <b>ANDERSON LIVE</b><br>We-Fr 3:00p- 4:00p        | <del>1600</del><br>\$1,200  | Sep26-Sep28 | :30 | 3  | -  | -  | ✓  | ✓  | ✓  | -  | + 1200   |
| <b>KATIE</b><br>We-Fr 4:00p- 5:00p                | <del>2400</del><br>\$1,600  | Sep26-Sep28 | :30 | 3  | -  | -  | ✓  | ✓  | ✓  | -  | + 2400   |
| <b>KATIE</b><br>Mo-Tu 4:00p- 5:00p                | <del>2400</del><br>\$1,600  | Oct01-Oct02 | :30 | 2  | ✓  | ✓  | -  | -  | -  | -  | + 1600   |
| <b>ABC7 NWS AT 5</b><br>We-Fr 5:00p- 6:00p        | <del>2000</del><br>\$1,600  | Sep26-Sep28 | :30 | 3  | -  | -  | ✓  | ✓  | ✓  | -  | + 1200   |
| <b>ABC7 NWS AT 5</b><br>Mo-Tu 5:00p- 6:00p        | <del>2000</del><br>\$1,600  | Oct01-Oct02 | :30 | 2  | ✓  | ✓  | -  | -  | -  | -  | + 800    |
| <b>ABC7 NWS AT 6</b><br>We-Fr 6:00p- 6:30p        | <del>3200</del><br>\$2,400  | Sep26-Sep28 | :30 | 6  | -  | -  | ✓  | ✓  | ✓  | -  | + 4800   |
| <b>ABC7 NWS AT 6</b><br>Mo-Tu 6:00p- 6:30p        | <del>3200</del><br>\$2,400  | Oct01-Oct02 | :30 | 4  | ✓  | ✓  | -  | -  | -  | -  | + 3200   |
| <b>WHEEL-FORTNE</b><br>We-Fr 7:00p- 7:30p         | <del>4400</del><br>\$4,000  | Sep26-Sep28 | :30 | 3  | -  | -  | ✓  | ✓  | ✓  | -  | + 1200   |
| <b>WHEEL-FORTNE</b><br>Mo-Tu 7:00p- 7:30p         | <del>4400</del><br>\$4,000  | Oct01-Oct02 | :30 | 2  | ✓  | ✓  | -  | -  | -  | -  | + 800    |
| <b>JEOPARDY</b><br>Mo-Tu 7:30p- 8:00p             | <del>4400</del><br>\$4,400  | Oct01-Oct02 | :30 | 2  | ✓  | ✓  | -  | -  | -  | -  | + 800    |
| <b>JEOPARDY</b><br>We-Fr 7:30p- 8:00p             | <del>4800</del><br>\$4,400  | Sep26-Sep28 | :30 | 3  | -  | -  | ✓  | ✓  | ✓  | -  | + 1200   |
| <b>ABC7 NWS AT 11</b><br>We-Fr 11:00p-11:30p      | \$3,200                     | Sep26-Sep28 | :30 | 3  | -  | -  | ✓  | ✓  | ✓  | -  | ✓        |
| <b>ABC7 NWS AT 11</b><br>Mo-Tu 11:00p-11:30p      | \$3,200                     | Oct01-Oct02 | :30 | 2  | ✓  | ✓  | -  | -  | -  | -  | ✓        |
| <b>ABC-NITELINE</b><br>We-Fr 11:30p-12:00a        | \$1,400                     | Sep26-Sep28 | :30 | 3  | -  | -  | ✓  | ✓  | ✓  | -  | ✓        |
| <b>ABC-NITELINE</b><br>Mo-Tu 11:30p-12:00a        | \$1,400                     | Oct01-Oct02 | :30 | 2  | ✓  | ✓  | -  | -  | -  | -  | ✓        |
| <b>DANCING WITH THE STARS</b><br>Mon 8:00p-10:00p | <del>8000</del><br>18000    | Oct01-Oct01 | :30 | 1  | ✓  | -  | -  | -  | -  | -  | + 10,000 |
| <b>CASTLE-ABC</b><br>Mon 10:00p-11:00p            | <del>85,500</del><br>10,000 | Oct01-Oct01 | :30 | 1  | ✓  | -  | -  | -  | -  | -  | + 4,500  |



Stephanie Kincaid - 9/24/12 7:14 PM

Washington DC (HAGRSTWN)(B&C) - CNOCJL Nielsen

### WJLA-ABC

| Time Period                    | Rate                           | Run Dates   | Len | Sp | Mo | Tu | We | Th | Fr | Sa | Su       |
|--------------------------------|--------------------------------|-------------|-----|----|----|----|----|----|----|----|----------|
| <b>DANCING - RESULTS</b>       |                                |             |     |    |    |    |    |    |    |    |          |
| Tue 9:00p-10:00p               | 3 \$10,000 ✓                   | Oct02-Oct02 | :30 | 1  | -- | ✓  | -- | -- | -- | -- | ✓        |
| <b>PRIVATE PRACTICE</b>        |                                |             |     |    |    |    |    |    |    |    |          |
| Tue 10:00p-11:00p              | 3 \$10,000 ✓                   | Oct02-Oct02 | :30 | 1  | -- | ✓  | -- | -- | -- | -- | ✓        |
| <b>REVENGE</b>                 |                                |             |     |    |    |    |    |    |    |    |          |
| Wed 10:00p-11:00p              | 3 \$5,500 ✓                    | Sep26-Sep26 | :30 | 1  | -- | -- | ✓  | -- | -- | -- | ✓        |
| <b>GREY'S ANATOMY</b>          |                                |             |     |    |    |    |    |    |    |    |          |
| Thu 9:00p-10:00p               | <del>\$10,000</del><br>18,000  | Sep27-Sep27 | :30 | 1  | -- | -- | -- | ✓  | -- | -- | + 8000   |
| <b>SCANDAL</b>                 |                                |             |     |    |    |    |    |    |    |    |          |
| Thu 10:00p-11:00p              | <del>\$10,000</del><br>15000   | Sep27-Sep27 | :30 | 1  | -- | -- | -- | ✓  | -- | -- | + 5000   |
| <b>SHARK TANK</b>              |                                |             |     |    |    |    |    |    |    |    |          |
| Fri 8:00p-9:00p                | 3 \$3,000                      | Sep28-Sep28 | :30 | 1  | -- | -- | -- | -- | ✓  | -- | ✓        |
| <b>PRIMETIME</b>               |                                |             |     |    |    |    |    |    |    |    |          |
| Fri 9:00p-10:00p               | <del>\$2,400</del><br>4900     | Sep28-Sep28 | :30 | 1  | -- | -- | -- | -- | ✓  | -- | + 2400   |
| <b>20/20-FRI-ABC</b>           |                                |             |     |    |    |    |    |    |    |    |          |
| Fri 10:00p-11:00p              | <del>\$8,000</del><br>5000     | Sep28-Sep28 | :30 | 1  | -- | -- | -- | -- | ✓  | -- | - 3000   |
| <b>GD MRN-SAT-ABC</b>          |                                |             |     |    |    |    |    |    |    |    |          |
| Sat 7:00a-8:00a                | <del>\$250</del><br>500        | Sep29-Sep29 | :30 | 2  | -- | -- | -- | -- | -- | ✓  | + 250    |
| <b>NEWS</b>                    |                                |             |     |    |    |    |    |    |    |    |          |
| Sat 12:00p-1:00p               | ✓ \$500                        | Sep29-Sep29 | :30 | 2  | -- | -- | -- | -- | -- | ✓  | ✓        |
| <b>ABC CLG FTBL L</b>          |                                |             |     |    |    |    |    |    |    |    |          |
| Sat 3:30p-7:15p                | <del>\$2,300</del><br>6000     | Sep29-Sep29 | :30 | 2  | -- | -- | -- | -- | -- | ✓  | + 3700   |
| <b>WHEEL-FORTNE W</b>          |                                |             |     |    |    |    |    |    |    |    |          |
| Sat 7:00p-7:30p                | \$1,200 ✓                      | Sep29-Sep29 | :30 | 2  | -- | -- | -- | -- | -- | ✓  | ✓        |
| <b>JEOPARDY-WKND</b>           |                                |             |     |    |    |    |    |    |    |    |          |
| Sat 7:30p-8:00p                | \$1,200 ✓                      | Sep29-Sep29 | :30 | 2  | -- | -- | -- | -- | -- | ✓  | ✓        |
| <b>SATURDAY NIGHT FOOTBALL</b> |                                |             |     |    |    |    |    |    |    |    |          |
| Sat 8:00p-11:30p               | \$2,500 ✓                      | Sep29-Sep29 | :30 | 2  | -- | -- | -- | -- | -- | ✓  | ✓        |
| <b>ABC7NW AT11 L</b>           |                                |             |     |    |    |    |    |    |    |    |          |
| Sat 11:30p-12:00a              | \$500 ✓                        | Sep29-Sep29 | :30 | 1  | -- | -- | -- | -- | -- | ✓  | ✓        |
| <b>CASTLE</b>                  |                                |             |     |    |    |    |    |    |    |    |          |
| Sat 12:00a-1:00a               | \$225 ✓                        | Sep29-Sep29 | :30 | 1  | -- | -- | -- | -- | -- | ✓  | ✓        |
| <b>GD MRN-SUN-ABC</b>          |                                |             |     |    |    |    |    |    |    |    |          |
| Sun 8:00a-9:00a                | \$600 ✓                        | Sep30-Sep30 | :30 | 2  | -- | -- | -- | -- | -- | ✓  | ✓        |
| <b>INSIDE WASHINGTON</b>       |                                |             |     |    |    |    |    |    |    |    |          |
| Sun 9:00a-9:30a                | 3 \$2,200                      | Sep30-Sep30 | :30 | 2  | -- | -- | -- | -- | -- | ✓  | ✓        |
| <b>THIS WEEK-ABC</b>           |                                |             |     |    |    |    |    |    |    |    |          |
| Sun 10:00a-11:00a              | <del>\$14,000</del><br>9000    | Sep30-Sep30 | :30 | 1  | -- | -- | -- | -- | -- | ✓  | + - 5000 |
| <b>ABC7 NW AT 630</b>          |                                |             |     |    |    |    |    |    |    |    |          |
| Sun 6:00p-6:30p                | ✓ 3 \$1,800<br><del>1200</del> | Sep30-Sep30 | :30 | 2  | -- | -- | -- | -- | -- | ✓  | ✓        |

# TvSCAN

Stephanie Kincaid - 9/24/12 7:14 PM

## Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CNOCJL Nielsen

### WJLA-ABC

| Time Period | Rate | Run Dates | Len | Sp | Mo | Tu | We | Th | Fr | Sa | Su |
|-------------|------|-----------|-----|----|----|----|----|----|----|----|----|
|-------------|------|-----------|-----|----|----|----|----|----|----|----|----|

#### NEWS

|                 |           |             |     |   |   |   |   |   |   |   |     |
|-----------------|-----------|-------------|-----|---|---|---|---|---|---|---|-----|
| Sun 6:30p-7:00p | \$1,200 ✓ | Sep30-Sep30 | :30 | 2 | - | - | - | - | - | - | 2 ✓ |
|-----------------|-----------|-------------|-----|---|---|---|---|---|---|---|-----|

#### ONCE UPON A TIME

|                 |           |             |     |   |   |   |   |   |   |   |     |
|-----------------|-----------|-------------|-----|---|---|---|---|---|---|---|-----|
| Sun 7:00p-8:00p | \$4,000 ✓ | Sep30-Sep30 | :30 | 2 | - | - | - | - | - | - | 2 ✓ |
|-----------------|-----------|-------------|-----|---|---|---|---|---|---|---|-----|

#### REVENGE

|                  |                    |             |     |   |   |   |   |   |   |   |              |
|------------------|--------------------|-------------|-----|---|---|---|---|---|---|---|--------------|
| Sun 9:00p-10:00p | \$10,000<br>20,000 | Sep30-Sep30 | :30 | 2 | - | - | - | - | - | - | 2 ✓ + 10,000 |
|------------------|--------------------|-------------|-----|---|---|---|---|---|---|---|--------------|

#### ABC7 NWS AT 11

|                   |         |             |     |   |   |   |   |   |   |   |     |
|-------------------|---------|-------------|-----|---|---|---|---|---|---|---|-----|
| Sun 11:00p-12:00a | \$800 ✓ | Sep30-Sep30 | :30 | 2 | - | - | - | - | - | - | 2 ✓ |
|-------------------|---------|-------------|-----|---|---|---|---|---|---|---|-----|

|             |           |  |  |     |  |  |  |  |  |  |  |
|-------------|-----------|--|--|-----|--|--|--|--|--|--|--|
| WJLA Totals | \$309,025 |  |  | 129 |  |  |  |  |  |  |  |
|-------------|-----------|--|--|-----|--|--|--|--|--|--|--|

|            |              |             |
|------------|--------------|-------------|
| Monthly    | Sep 2012     | Oct 2012    |
| Gross Cost | \$209,925.00 | \$99,100.00 |

Schedule must run as ordered on the days specified. Buyer will request a refund for spots run on days not specified on the order. All makegoods must be approved in advance.

+ 67,550

86,100  
-----  
59,000

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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**TAPSCAN**  
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